

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Donovan, et al.	Art Unit	: 3688
Serial No.	: 10/647,116	Examiner	: Raquel Alvarez
Filed	: August 25, 2003	Conf. No.	: 9849
Title	: METHOD AND SYSTEM FOR DYNAMIC TEXTUAL AD DISTRIBUTION VIA EMAIL		

MAIL STOP RCE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO FINAL ACTION OF MAY 18, 2010, FILED WITH A
REQUEST FOR CONTINUED EXAMINATION

Please amend the above-identified application as follows: